

AlignAlytics Performance Driver Services Drive Outcomes

A value blueprint for understanding “Why” and “How”

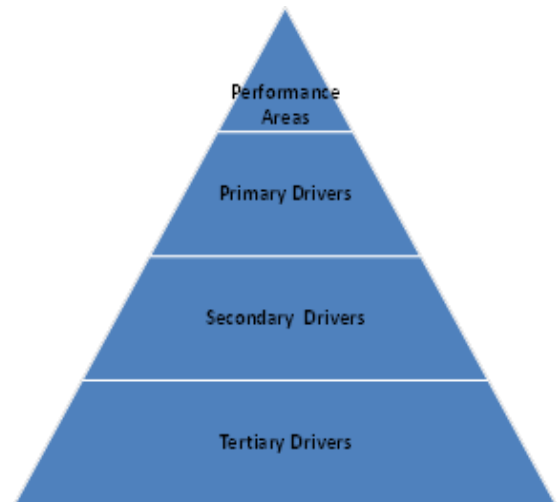
Overview

Performance Driver Services are designed to translate your top business outcomes – the ones that drive shareholder value - into key metrics with a delivery of an interactive metrics playbook. These services identify a comprehensive set of cascading metrics that provide a value blueprint for understanding ‘why’ and ‘how’ in order to take operational action to course correct.

Key Benefits

Get sharper and more complete visibility into what’s driving shareholder value and financial outcomes with delivery of:

- A playbook that identifies interrelationships between KPI’s metrics and performance drivers to enable “drill-down” to the root cause analysis of positive or negative performance;
- Rapid prototyping of focused dashboards and reports;
- A clear view of the business and an understanding of performance
- Consistent KPI definitions across the organization; and,
- An interactive and enduring internal benchmarking system that provides peer-to-peer based performance comparisons across multiple business units, functions, regions, etc.



Who is it for?

Performance Driver Services are designed to help general managers and finance organizations take the lead in formulating effective metrics programs.

More specifically, Performance Driver Services are typically of interest to –

- CFOs
- COOs
- Business Planning and Analysis groups
- Corporate Strategy groups

“The AlignAlytics performance framework and their expertise have truly helped us frame an innovative yet highly practical global metrics program across our diverse portfolio of businesses.”

Dan Bearison, Director, Financial Planning, Omnicom Group Inc.

How do we deliver Performance Driver Services?

The Performance Driver Service structures interrelated metrics frameworks based on drivers of business performance. First, company-specific operational drivers of business performance are organized in a hierarchical structure. For example, revenue growth might be driven by market forces, focus on new customer acquisition or expansion within current customers. This hierarchy of performance drivers can be as simple or as complicated as necessary to understand a particular business and is customized to your business dynamics.

Based on an understanding of performance drivers, a comprehensive and cascading set of Key Performance Indicators (KPIs) are identified and associated with these drivers. In this way, relationships between KPIs can be well understood and companies can leverage complex metrics programs to systematically understand the root cause of performance outliers, both positive and negative.

Along the way, all of the information underlying KPIs – definitions, specific calculation, necessary input metrics, data sources, etc. – are captured in one place in a disciplined and rigorous manner. This ensures clarity and consistency in metric definition and enables tracking of any specific metric to all related KPIs and performance drivers.

The resultant performance driver structure and correlated set of KPIs are then used as the basis for well-organized and understandable performance dashboards and scorecards that enable click-by-click drill-down into supporting metrics to determine root cause. The driver structure also enables internal benchmarking of organizations against their internal “peers.” These peer-based comparisons can not only help to identify performance issues, but also point the way to operational solutions by facilitating best practice sharing across similar organizations.

What do you get?

Performance Driver Services deliver the following:

- A customized performance driver hierarchy that reflects your unique business perspectives and differentiators and in your own terminology;
- A customized “dictionary” of KPI definitions and associations with relevant performance drivers;
- Access to a sophisticated software tool that allows you to manage, maintain and refine driver structures and KPIs as you modify and expand your metrics program; and,
- Design blueprints and “mock-ups” of performance dashboards that can be implemented in your existing technology environment.

We focus on delivering both immediate and lasting value to your organization. By enabling our services with proprietary, cloud-based software, we can deliver tangible results faster, better and more cost effectively. Designing a seamless hand-off as part of our solution means that the project lives on after our engagement, delivering you lasting value. We’ll help you bridge the analytic skills gap by transferring analytic skills and capabilities into your organization so you can do your own fishing.

Book your Performance Driver Services today!

Performance Driver Services – Drive the outcomes that matter to your business. Contact us today at info@align-alytics.com
